

## 1997 Retail Accruals

### Objective:

- ⇒ Position program as a component of RJR's bundled marketing plan to ensure display and presence needs are realized at Retail
- ⇒ Advocate and strive from Retail Match participation in 1997!

### Strategies:

- ⇒ Roll over all RJR Match to Base dollars for all independent retail accounts
- ⇒ Simplify the administrative process associated with program
- ⇒ KAM's/AM's have the flexibility to transfer RJR Match to Base and/or leave Match dollars alone

### Tactics:

- ⇒ Statements sent monthly to Mgrs./SR's to monitor/evaluate program results
- ⇒ ROU condensed comprehensive administration manual - see attached communication